



CALPEEK

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L.A. MAYOR'S RACE: CALPEEK RATES THE FIELD...

Editor's note: CALPEEK had a chance to watch most of the major candidates for mayor at a recent forum hosted by U.S. Rep. Maxine Waters. Here's our report and assessment of the race, with about a month to go...

...CALPEEK now understands why major groups who sponsor forums and debates only invite the top 11 candidates. Once you get past this group, it really is the "Gong Show." And that was the case Mar. 5th as candidates Larry Green and John Borunda, and their noisy supporters, tried to disrupt the debate. It didn't work, but showed reporters covering the event why these other candidates aren't taken very seriously...

...Down to business. With the election set for April 20th, here's the way CALPEEK now rates the contest among the 11 serious contenders:

- **Top Tier** - businessman Richard Riordan; Councilmembers Michael Woo and Joel Wachs; and State Assemblyman Richard Katz...
- **2nd Tier** - businessman Nick Patsaouras...
- **Longshots** - Councilman Nate Holden; former L.A. Dep. Mayor Linda Griego; and attorney Stan Sanders...
- **No Chance of Winning** - former L.A. Dep. Mayor Tom Houston; Councilman Ernani Bernardi; and former school board member Julian Nava...

...Back on Jan. 25th (the last time we rated candidates), Griego was listed as a possible breakthrough. No longer. Her fundraising isn't as strong as was previously thought and while her message is good, her delivery lacks punch. And we've eliminated Councilman Nate Holden from the 2nd tier...

...Riordan, with his huge warchest, should move up in the next poll. If he doesn't, then his candidacy is in real trouble. He's been on TV and has hit the mail twice

with major pieces, including a booklet (Turning L.A. Around)...

...Katz has now moved into a very competitive position with Woo in terms of fundraising, although some sources still regard Woo as the frontrunner in this race. Sources say Katz will be on TV soon and that should help his numbers. As for Wachs, he's just finishing up a \$100,000 radio buy that many think was pretty good. Like Katz, Wachs is impressive on the stump with good responses to tough questions. Woo, on the other hand, doesn't respond well to criticism from his rivals or tough questions from an audience - and that was very apparent at the Mar. 5 event, especially when hit about conditions in his Hollywood area council district...

...As for Patsaouras, some now rate him just below the top tier, with a shot at making it if his numbers improve in the next poll. He's been on TV and radio with some pretty good ads. And remember, while his fundraising isn't matching Woo, Katz or even Wachs, Patsaouras has his own resources, which undoubtedly he'll throw into the race. He's sometimes tough to understand, but his rivals are impressed with his message, especially on economic recovery and development...

...Bottomline: the race is far from over and is still very much a function of name ID. More next week...

FULL METAL JACKET 1993: DOES PROPOSED NEW TAX ON GUNS & AMMO HAVE A CHANCE IN CALIF.??

Editor's note: While the public and the news media are focused on the violence in Waco, Texas, Calif.'s own powerful **gun lobby** is busy behind the scenes trying to kill off a number of proposals dealing with *guns* and *ammunition*. Here is our report...

...Whenever there's a violent incident involving guns,

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such as what's going on in Texas, leave it to law-makers to strike while the iron is hot. In the case of the CA Legislature, Senate Pres. David Roberti(D-L.A.) and Assemblyman Curtis Tucker(D-Inglewood) have both introduced bills to place a **tax** on the sale of firearms and ammo. Tucker's bill calls for a 10% tax, with the money earmarked for trauma centers, while Roberti's SB 1129 calls for a 5% excise tax to go on top of the sales tax, with the money earmarked for local law enforcement...

Cavala are only involved with a few gun bills carried by Assembly Demos...

...FYI: In case you haven't heard, there's been a big nationwide shakeup at the National Rifle Assn. Mark Greenberg, who was in charge of all NRA state & local lobbying activity, was recently fired. In CA, Brian Judy is being shifted to cover other Western states, while retiring and highly respected CA DOJer Steve Helsley assumes Judy's Calif. chores. Stay tuned...

CALPEEK'S ETCETERA: POLITICAL SHORT TAKES.

Editor's note: Here are some political items worth noting...

- **Garamendi On The Move** - Calif. Insurance Comm. John Garamendi(D) has hired consultant Val Marmillion's Pacific Visions Communications in L.A. to conduct interviews with opinion molders & Demo movers --- as part of what Garamendi describes as strategic planning for the future. These interviews, according to sources, are in-depth jobs -- taking about 40 minutes to an hour to complete. Bottomline: he's getting ready to move up the political ladder...

- **Willie Brown for Governor??** - CTA official Alice Huffman has filed documents with the SOS's office to set up a committee which could end up drafting Demo Assembly Speaker Willie Brown for State-wide public office. Huffman says she is doing this on her own, without the consent or knowledge of the Speaker. The committee's name: The WLBJ Club...

- **Roth Out - Steiner In** - Gov. Pete Wilson has named Orange City Councilman Bill Steiner to replace Don Roth on the Orange Co. Board of Supes. Roth resigned about 10 days ago. Although Roth has denied any wrong doing, the local DA has been after him for some time on allegations that he traded political favors for unreported gifts. Steiner will be sworn in Mar. 16...

- **L.A. City Attorney Perplexed** - Although he doesn't stand a snowball's chance in hell of knocking off his boss, Dep. City Atty. Michael Guarino is giving City Atty. Jim Hahn some sleepless nights. The L.A. Daily Journal and L.A. Weekly have both hit Hahn very hard in recently published articles. L.A. Weekly's story is titled, "The Prosecutor Who Wouldn't." But the latest bit of news concerns an endorsement that Hahn *lost*.

...Does either bill have a chance? CALPEEK sources seriously doubt it because it takes a 2/3rds vote to pass any new tax. And given the amount of lobbying by gun groups, CALPEEK sources rate both bills as DOA. And besides, sources say there is even a question of whether this State tax is legal...

...While the gun & ammo tax is probably a dead issue, the same **can't** be said of Roberti's companion bill, SB 1128 --- a bill to **LIMIT gun clips or magazines** to no more than 10 bullets, for both handguns and long guns, thereby banning a large number of handguns. Clip bills have been introduced before, but they've never been successful. However, in Gov. Pete Wilson(R), such a bill might be looked upon with more favor. Some clips hold more than 30 rounds and in the wrong hands provide an incredible amount of firepower...

...Why are pro-gun lobbyists concerned about a new clip bill? It's a twisted tale, but at the urging of the NRA, sources say, GOP Assemblyman Bill Morrow introduced a bill to **repeal** Demo Assemblyman Rusty Areias's handgun safety law from 1991. The plot gets better. Next, GOP Assemblyman Paul Horcher introduces a bill at the NRA's request to **postpone** Areias's law for 1 year, based on the NRA's assertion that this was not controversial. Horcher, or his staff, should have checked with Areias first. Areias is furious...

...Enter Roberti. He owes Areias for Rusty's help in passing the **assault weapons bill** back in 1989. Some sources think Roberti introduced the clip bill to retaliate against both NRA-backed bills and the NRA itself --- thus repaying Areias. The Assembly's Demo *gun gurus*, Irwin Nowick and Bill Cavala, are reported to be watching from the sidelines for now, but have no problem with a carefully crafted clip bill. Nowick and

The Westside group **Women For** has endorsed Guarino in the April 20 election. Hahn was shocked enough to leave a phone message at WF's HQ. It said, "Hi, this is Jim Hahn. I thought I received a joke in the mail today when it said that WF endorsed Michael Guarino. I'm very much interested in finding out if this is not a joke and what the reason for this ridiculous endorsement is. I'm very disappointed in WF. Though you had more credibility than that. This is Jim Hahn myself making this call. I realize you can't believe that but, I'm extremely perplexed. Thank you." Why did WF endorse Guarino? Sources say Guarino was impressive and Hahn wasn't. Transcript provide by WF...

CARD CLUB MADNESS: 4 SOUTHERN CALIF. CITIES TO HOLD SPECIALS JUNE 8th ON CARD MEASURES...

The cities of **Cypress** and **Stanton**, both in Orange Co., and the cities of **Pico Rivera** and **West Hollywood**, both in L.A. Co., will all hold special elections on June 8th to let voters decide whether or not to allow **CARD CLUBS** in their respective cities...

...What's more, the cities of **Garden Grove** (in Orange Co.) and **Lynwood** (L.A. Co.) are very close to making some key decisions on card clubs. The card club *explosion*, as some call it, is taking place because cities are being forced to look for additional ways to fund services, aside from raising taxes. A few years ago, card club revenue was looked upon as something evil. No longer --- especially with the State cutting aid to local government and with the recession still impacting many communities...

...As for the June 8th specials, Marathon Communications has been hired by proponents to run the YES side in West Hollywood. Although voters overwhelmingly rejected a card club measure in 1990, financial conditions within the city might cause votes to re-think their opposition. The budget shortfall now stands at \$1.7 million --- which means lots of services will have to be cut unless additional revenue is found...

...In the Cypress special, Campaign Management, Inc. has been hired to run the YES campaign for a card club located on the grounds of Los Alamitos Race Track. The key proponent in this venture is Lloyd Arnold, one of track owners...

...In Pico Rivera, MWB Development spokesperson Claude Booker told CALPEEK his group has yet to hire a campaign consultant, but they are looking. The Pico Rivera card club would be located on the west side of the 605 freeway, south of Beverly Boulevard, on a 15-acre site. The proponents are planning a 100-140 table club, which would cost about \$35 million to build. Revenue to the city would be about \$7 million annually. As for Stanton's proposal, swap meet owner Art Keuilian wants to convert his building into a card club. The council voted 4-1 on Mar. 9 to place this item on the ballot. Stay tuned...

EARLY PREVIEW OF 1994 BATTLES FOR COUNTY SHERIFFS IN CALIF.; SPECIAL RACE IN SAN MATEO.

Editor's note: When it comes to hard-fought political battles and rough & tumble campaign tactics, there's nothing as fun to cover as a battle for county sheriff. In 1994, all but S.F. Co. Sheriff Michael Hennessey are up for reelection. S.F. County voters elect many of their officials in off years. Here's our report, with a preview of a special sheriff's election in **San Mateo County**...

...In 1986, a record 24 incumbent county sheriffs either were defeated for reelection or retired. In 1990, the number was 22. Considering that there are only 58 county sheriffs, that's a hefty turnover in two election cycles. As for 1994, few sources are willing to predict what will happen, especially given the **budget crisis** faced by the State and most Calif. counties...

...But some of the better known county sheriffs, such as Sherman Block of L.A. and Brad Gates of Orange, have already let it be known they will seek another term. And it's expected that San Diego Co.'s Jim Roache, Riverside Co.'s Cois Byrd, Solano Co.'s Al Cardoza and Sacramento Co.'s Glen Craig also will seek new terms. Craig may have some problems with hardline conservatives because he supported Demo U.S. Rep. Vic Fazio against conservative H.L. Richardson in 1992. Hardliners call it "**get even time**." Even Sherman Block could have a tussle if the National Rifle Assn. decides to make things unpleasant...

...In 1992, two well known sheriffs left office. Contra Costa Co.'s Richard Rainy was elected to the State

Assembly and last December, Ventura Co.'s John Gillespie retired. Warren Rupf has replaced Rainey, while Larry Carpenter has replaced Gillespie. More recently, Leonard Cardoza retired as sheriff of San Mateo Co., and supervisors have set June 8 as a special election...

...The frontrunner in the special to replace Cardoza is Sheriff's Lt. Don Horsley. His chief competitors are Sheriff's Capt. Hank Derner, who has been endorsed by Cardoza, and Santa Clara Co. Dep. Sheriff Sgt. Joe Kirby. If you're looking at overall endorsements, Horsley has won backing from 62 of 103 city councilmembers from the county; has picked up the backing from the two Demo assemblymembers who represent the area, Jackie Speier and Byron Sher; has won an endorsement from San Mateo Co. Supes Mary Griffin and Ruben Barrales; and has endorsements from 3 current chiefs of police from the area. It's an impressive list. Godbe Communications is handling Horsley's campaign. Stay tuned...

CA LINCOLN CLUB FEATURES BRULTE & HOGE...

The San Gabriel Valley chapter of the CA Lincoln Club will host GOP Assembly Leader Jim Brulte and GOP Assemblyman Bill Hoge of Pasadena at a breakfast meeting of the club, 7:30 a.m., Mar. 19, Industry Hills Sheraton (City of Industry). RSVPs to Natalie Blanning at (818)919-7497 by Mar. 16...

L.A. MAYOR'S RACE: PUBLIC FORUMS & DEBATES.

Editor's note: If you want to see the candidates for L.A. Mayor in action, here is a list of forums and debates that are taking place during the last few weeks of March...

...**Mar. 18**, Encino-Reseda-Tarzana-Sherman Oaks Chamber of Commerce Mayor's Forum, Tarzana Regional Medical Center. 8 a.m. to 10 a.m. Call (818)343-3687 for RSVP --- **Mar. 20**, Junior Statesmen's Mayor's Forum, Manual Arts High School, L.A., 2:30 p.m. --- **Mar. 24**, League of Women Prosecutors & GTE's Calif. State Forum (mayor's debate), Pacific Design Center, West Hollywood. 6:30 p.m. RSVPs necessary. Call (310)475-5338 --- **Mar. 25**, Wilshire Chamber of Commerce, Mayor's forum, Wilshire Plaza Hotel, 11:30 a.m. to 1:30 p.m. RSVP to (213)386-8224. CALPEEK should note that there are other debates and forums. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

- Deborah Seiler has been appointed to the State's FPPC by CA Sec. of State March Fong Eu. Seiler served as an Asst. SOS for Elections & Political Reform from 1982 to 1989...

- Bill Rosendahl has been promoted to Sr. VP at Century Cable TV. In addition to his highly acclaimed **Week In Review** cable PA show, Rosendahl will now be responsible for developing PA/news and other programming for Century's 55 cable systems, and ultimately for the entire cable industry. Many of Rosendahl's one-on-one interviews with well known figures are now being shown nationally...

- Theodore Mastroianni has joined Palumbo & Cerrell, Inc. in Washington DC as vp of government affairs. Mastroianni was COS to U.S. Rep. Marcy Kaptur(D-OH) before joining P&C, Inc...

- Susan Baltake has been named exec. director of the CA Demo Party, replacing Susan Kennedy, who resigned Feb. 17. Kennedy has taken a job with Demo State Tres. Kathleen Brown...

- Clay Hage has been appointed executive director of the Orange Co. Farm Bureau. Hage, 39, has worked in governmental affairs and politics since 1981...

- Padberg Consulting is still at 2081 Business Center Drive, Irvine, CA 92715, but they've moved from suite 125 to 190. Same phone and fax...

- Burson-Marsteller - Sacto has moved to larger offices at 1121 "L" St., Ste. 500-A, Sacto 95814. Phone is (916)446-7772...

- Bob Forsyth has been named media director for the CA Applicants' Attys. Assn. in Sacto. Forsyth was S.F. Mayor Frank Jordan's press secretary until recently...

- In case we forgot to mention it, Braun Ketchum PR relocated its office from mid-Wilshire in L.A. to West L.A. New address is 11755 Wilshire Blvd., Ste. 2300, L.A. 90025. New phone is (310)444-5000...